

Welcome to the

GLOUCESTERSHIRE NET ZERO CONFERENCE 2022

#GreenerGlos

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IN PARTNERSHIP WITH

THE GROWTH HUB

gfirst[®] LEP
growing gloucestershire



Please welcome

RUTH DOOLEY
CHAIR OF GFIRST LEP

#GreenerCyls

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Invest in
Gloucestershire
Invest, Innovate, Grow.

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**Gloucestershire
Nature + Climate Fund**

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Ben Goodare
HEAD OF SUSTAINABILITY
RENISHAW



Matt Cleevely
MANAGING DIRECTOR
CLEEVELY MOTORS EV



Andrew McKenzie
SUSTAINABILITY SPECIALIST BUSINESS
GUIDE AT THE GROWTH HUB



Rob Malin
CEO
WHEN IN ROME



Caroline Aistrop
CREATIVE DIRECTOR
GREEN SPARKS MARKETING



Philip Bate
Team Leader - Southwest
TRIODOS BANK

Your exhibitors



Too Good To Go





Please welcome

MATT CLEEVELY
CLEEVELY EV

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Cleevely Motors Ltd

— *Motor Engineers Est.1962* —

CLEEVELY

Electric Vehicles

The independent EV specialists





Clevely Motors Ltd
Motor Engineers Est. 1962
01242 308006
01242 521988
f t in

41A

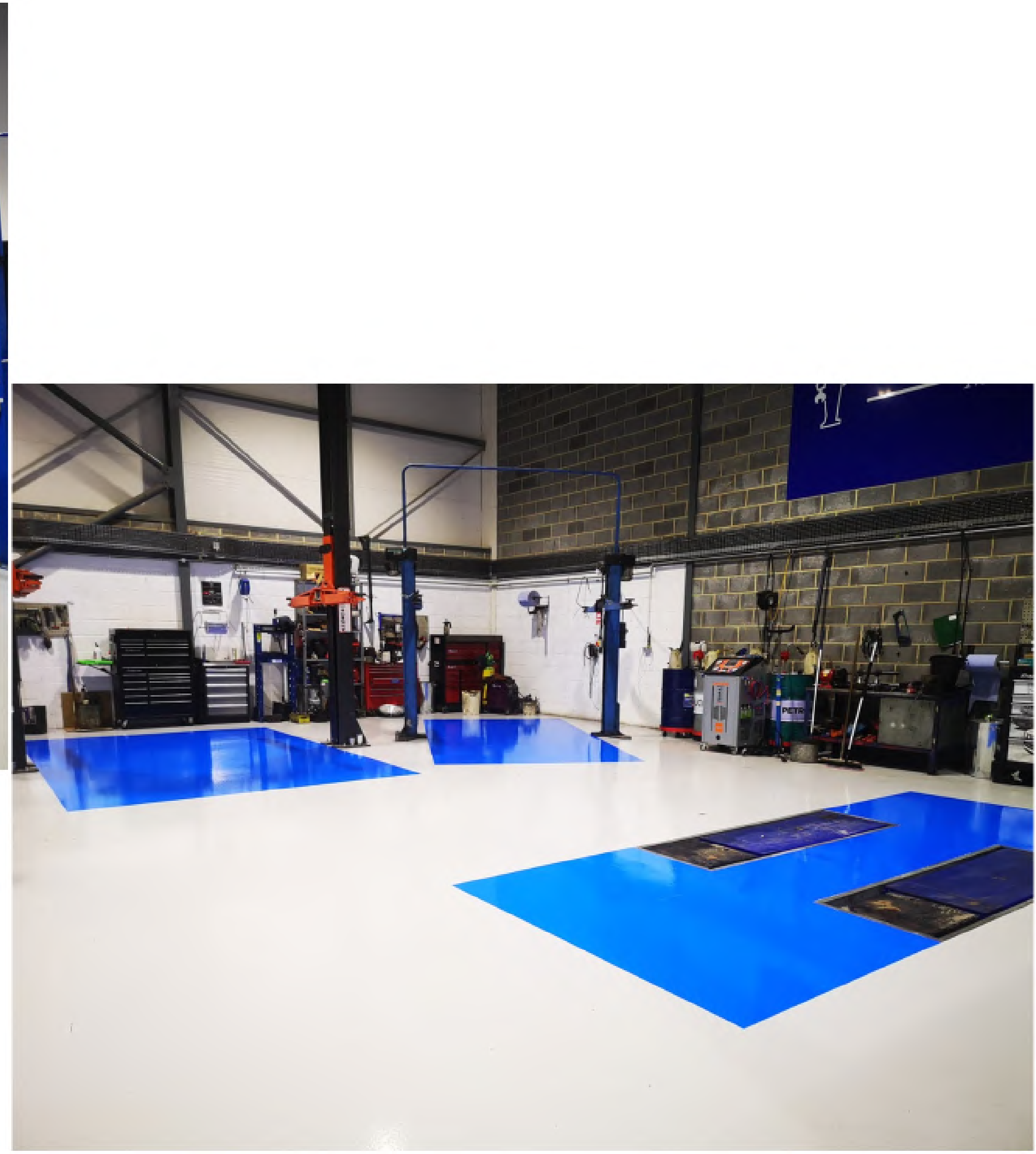
Clevely Motors Ltd
Motor Engineers Est. 1962

www.clevelymotors.co.uk

www.clevelyev.co.uk

CLEVELY
Electric Vehicles
The Independent EV specialists
f t in

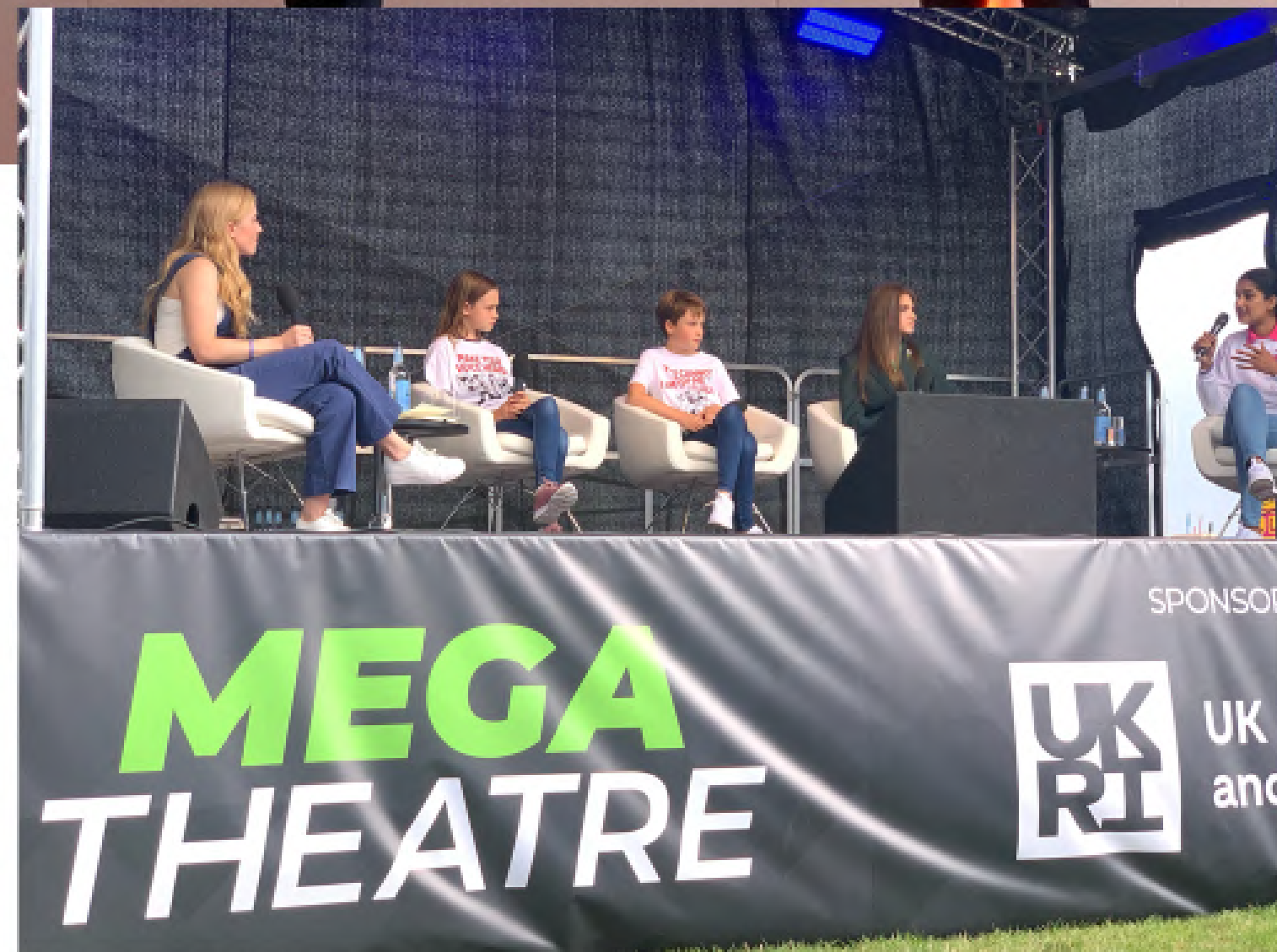
41B















INSIDE STORY

Telling the motoring tales that matter

Electric repair

It's a little tricky, but it's a job that's growing in popularity. As more and more people buy electric cars, the need for specialist repair services is increasing. At Cleevely, we have a team of experts who can help you with any electric car problem.

EV repair

Electric cars are a great way to reduce your carbon footprint, but they can be tricky to repair. At Cleevely, we have a team of experts who can help you with any electric car problem.

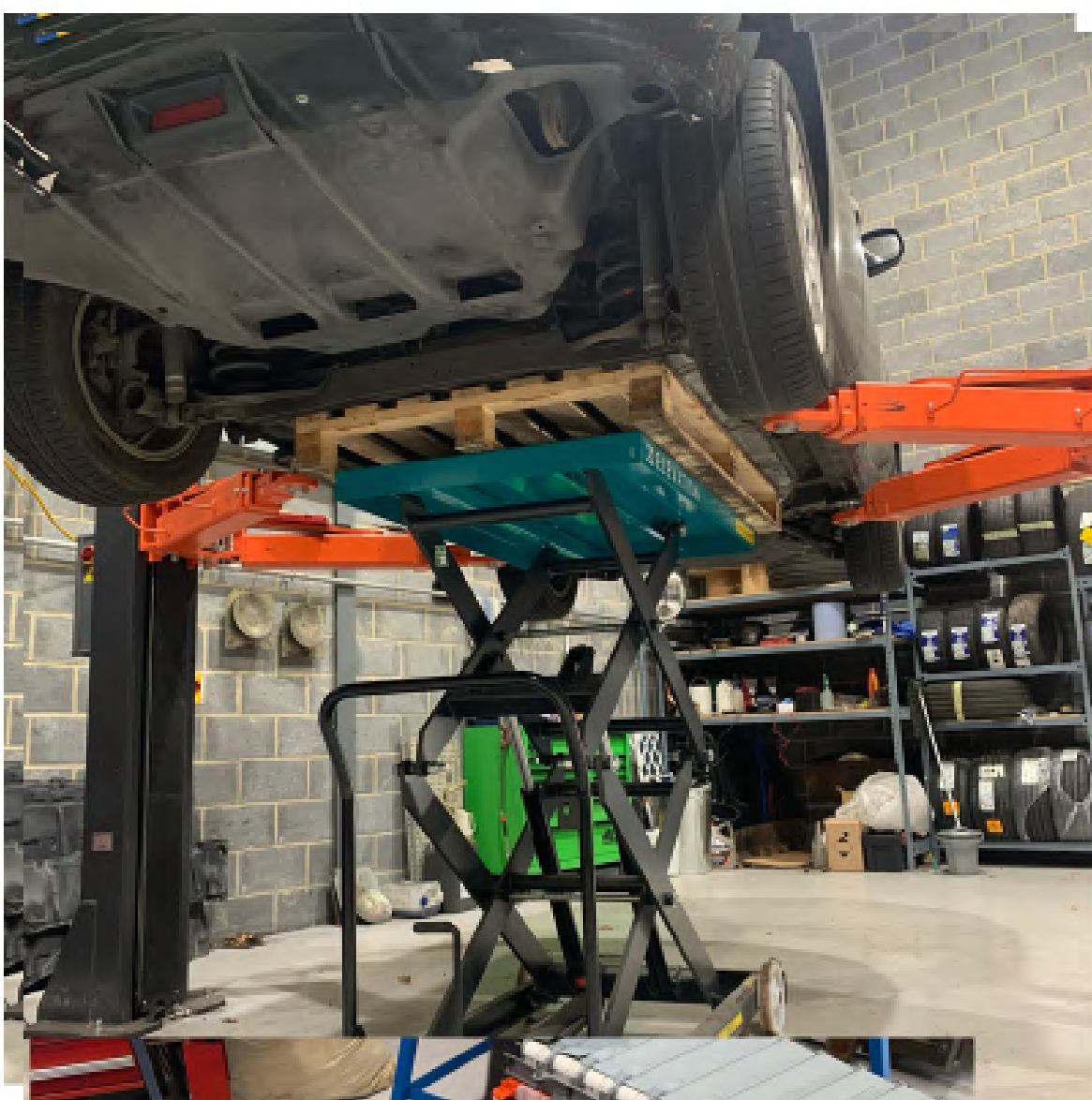
FAMILY EV AFFAIR

The popularity of electric cars is growing exponentially. But with more and more on the road, where do you go to get your car repaired and maintained? At Cleevely, we have a team of experts who can help you with any electric car problem.

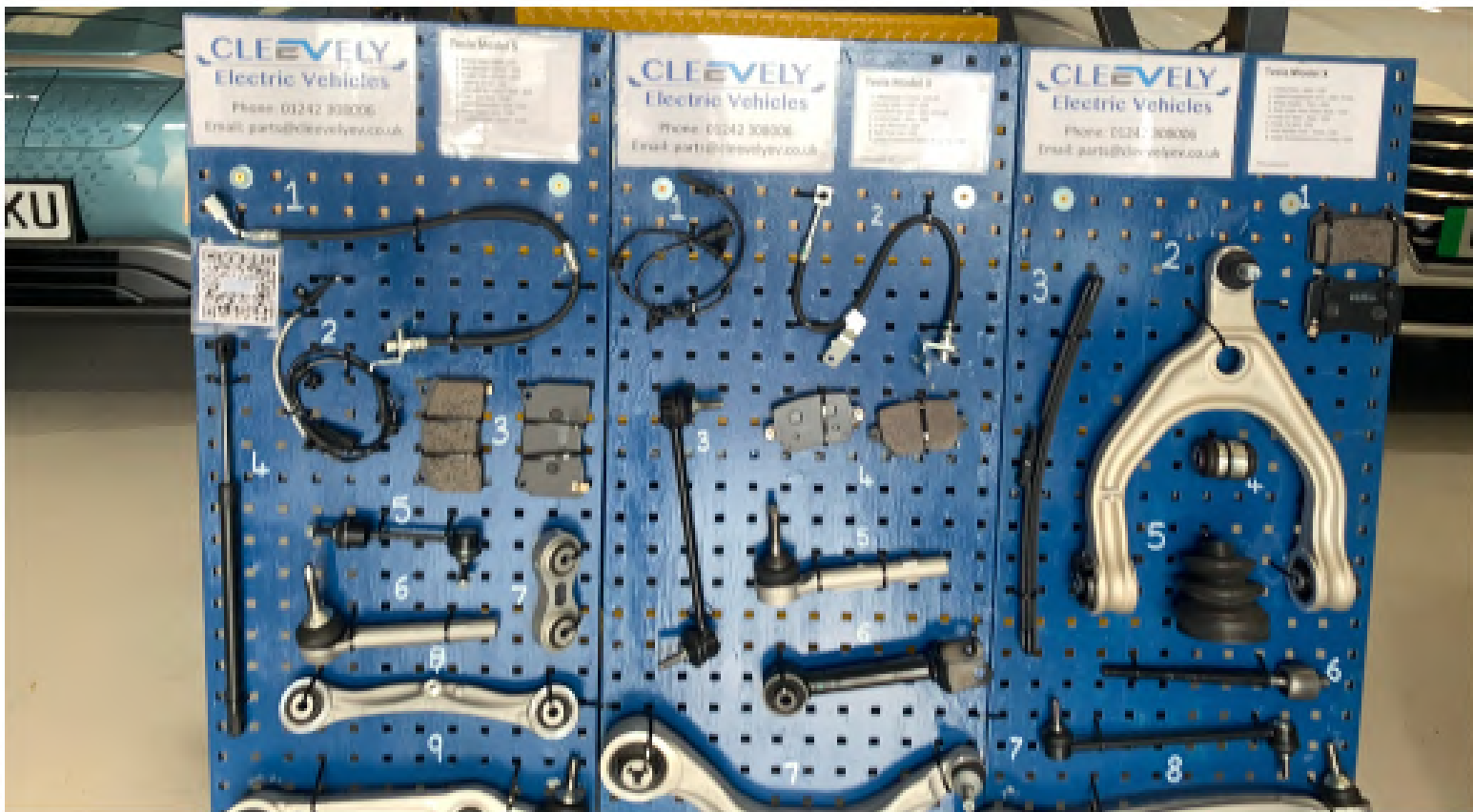














Cleevely Motors Ltd

— *Motor Engineers Est.1962* —

CLEEVELY

Electric Vehicles

The independent EV specialists



Please welcome
ANDREW MCKENZIE
THE GROWTH HUB

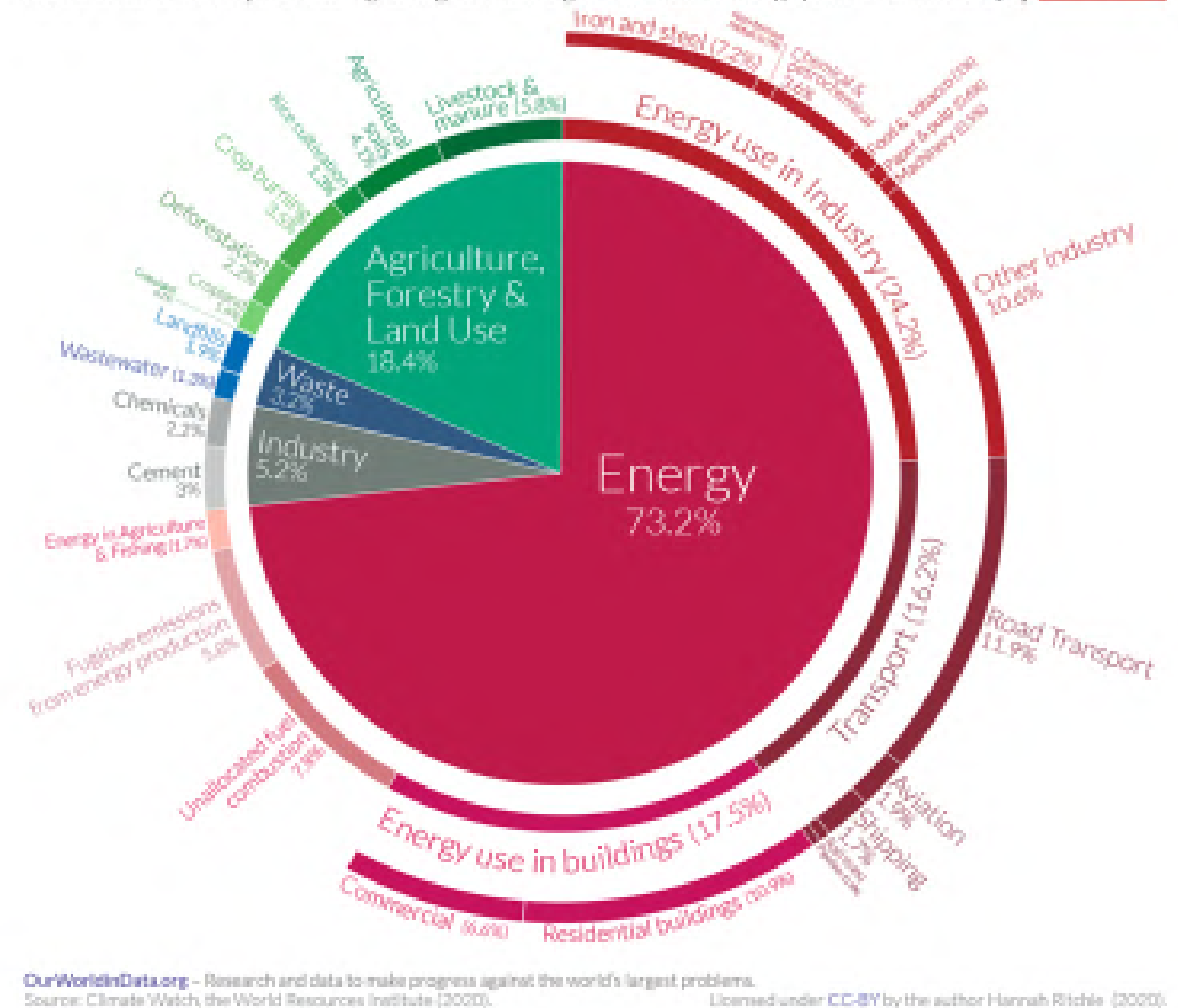
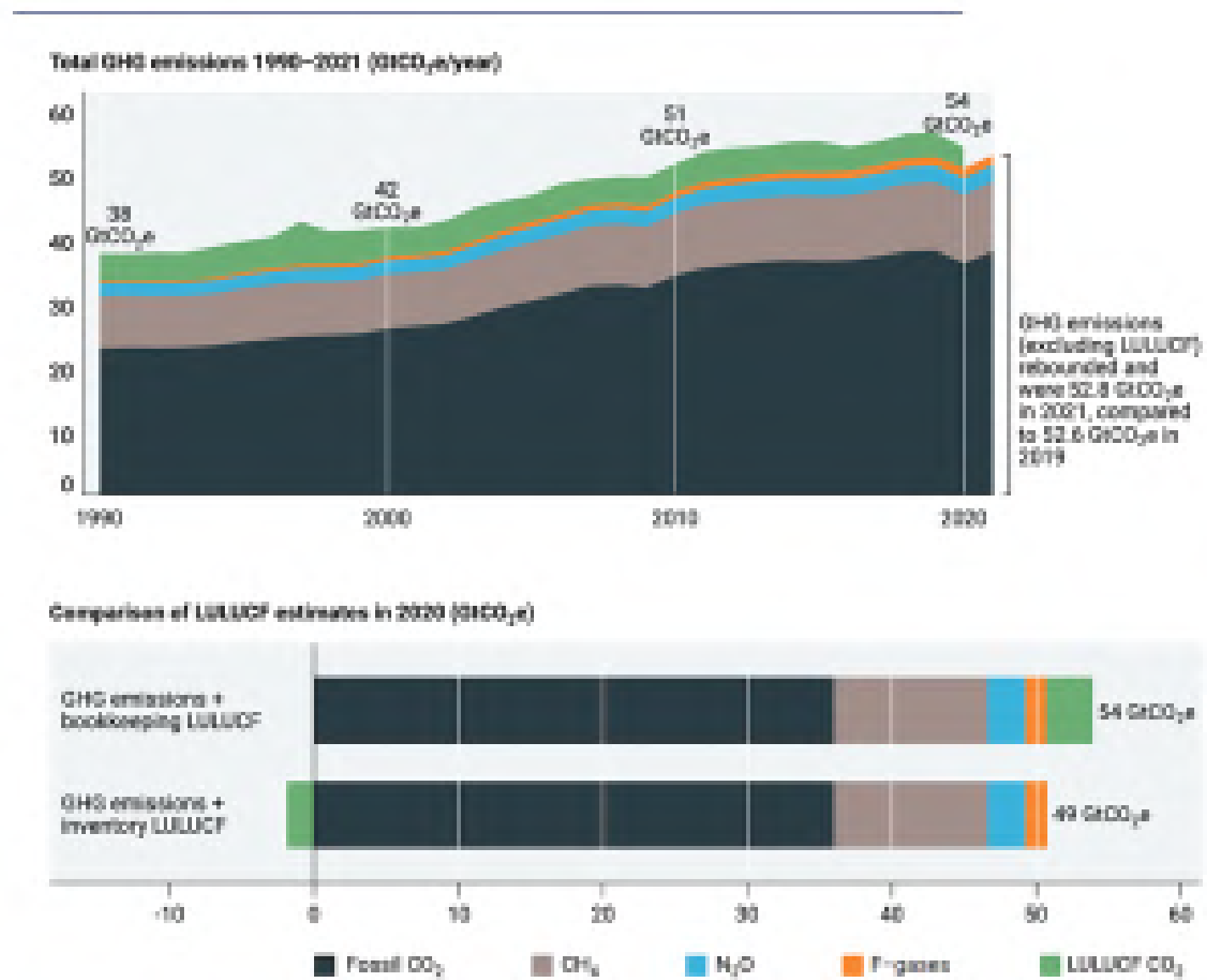
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DELIVERING NET ZERO

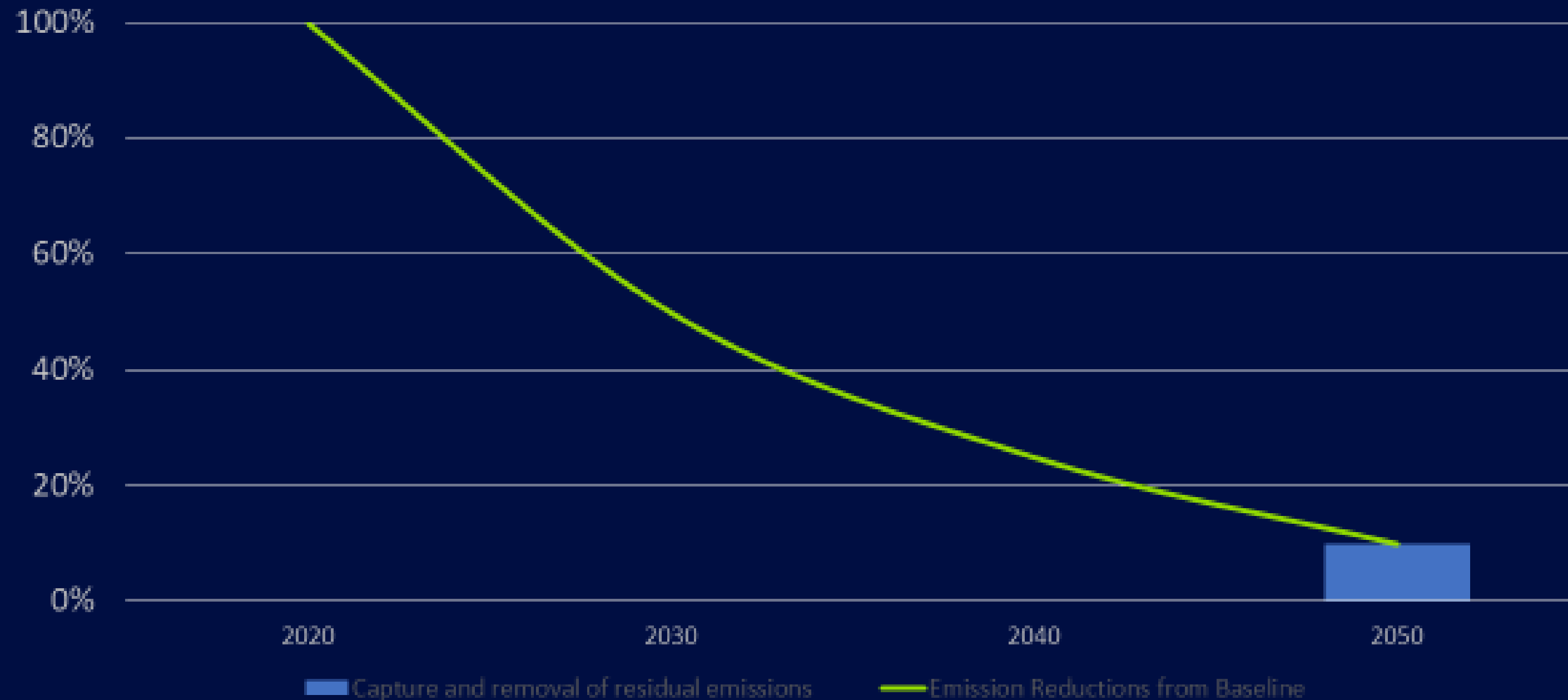


Global Annual Emissions



Source: Chart by Carbon Brief; Figure 2.1 from the 2022 UNEP emissions gap report.

Simplified Net Zero Emission Reduction Pathway



Delayed Emission Reduction

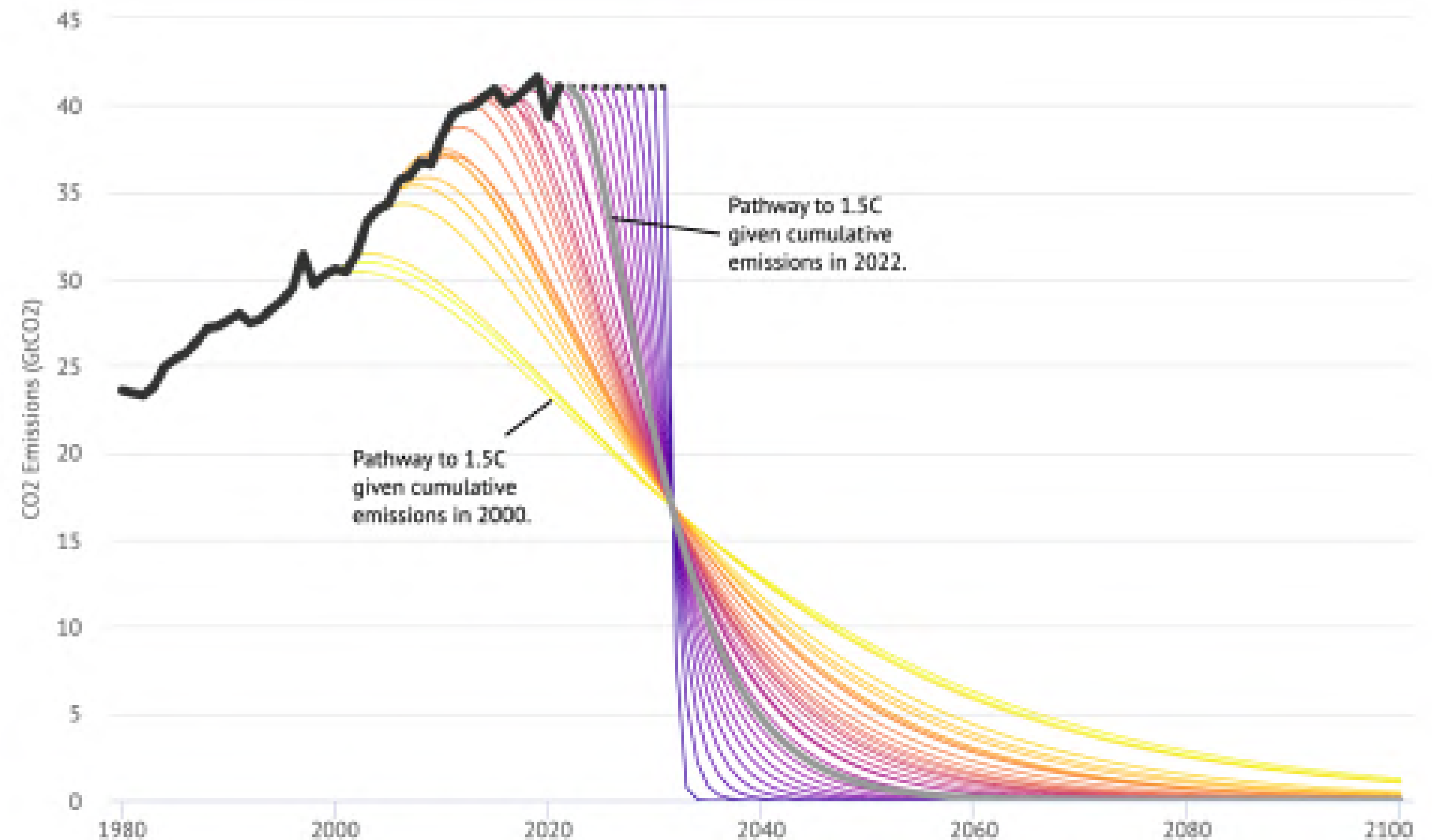
Emission reduction trajectories associated with a 50% chance of limiting warming below 1.5C, without a reliance on net-negative emissions, by starting year.

2000: ~3% annual reduction to 2040

2022: ~12% annual reduction to 2040

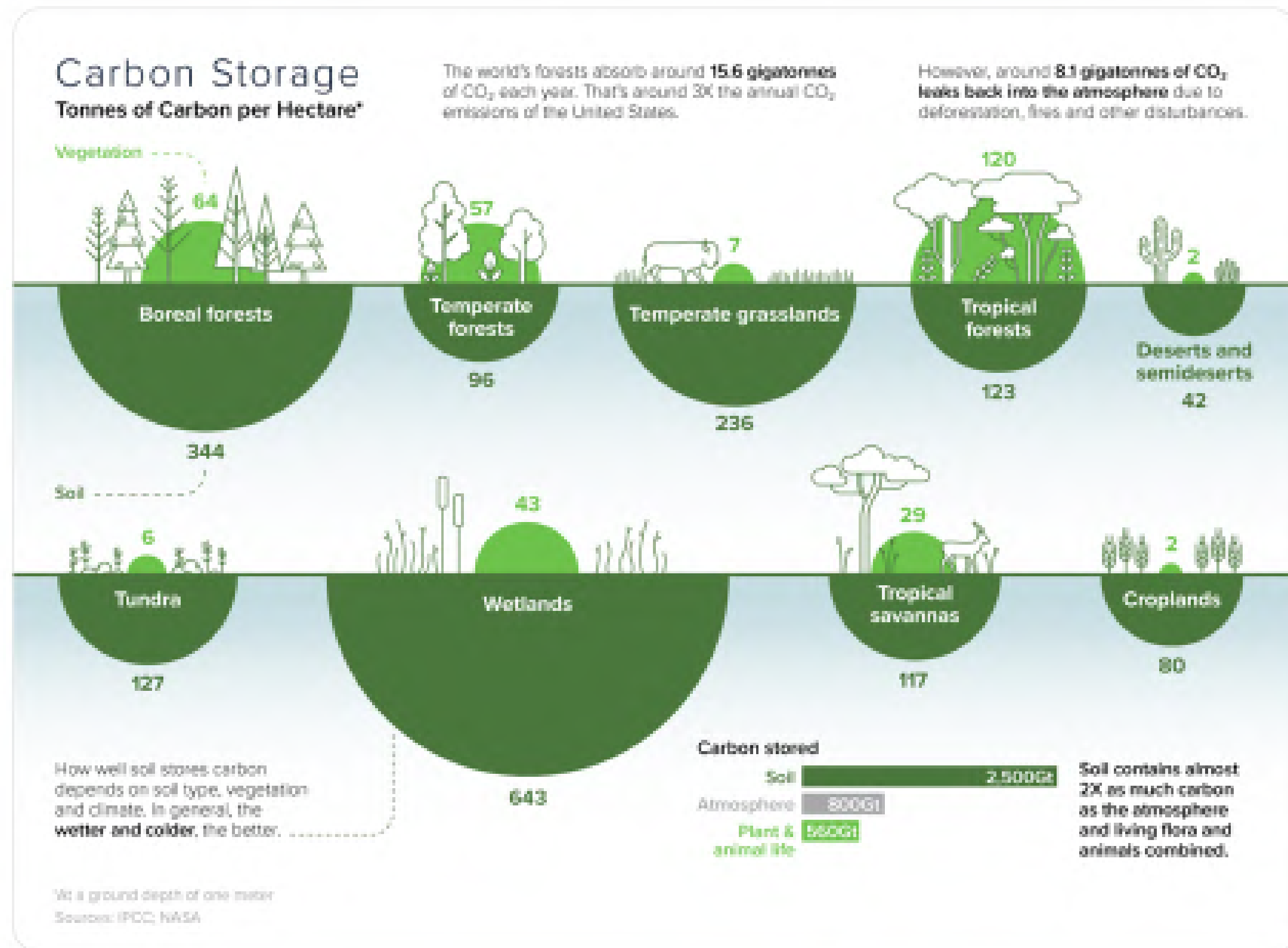
2028: ~30% annual reduction to 2040

Negative Emission Technologies (CCUS) may - if effective and rapidly scalable - soften gradient



Source: Chart by Carbon Brief; Data and original figure design from Robbie Andrews

Natural Carbon Sinks

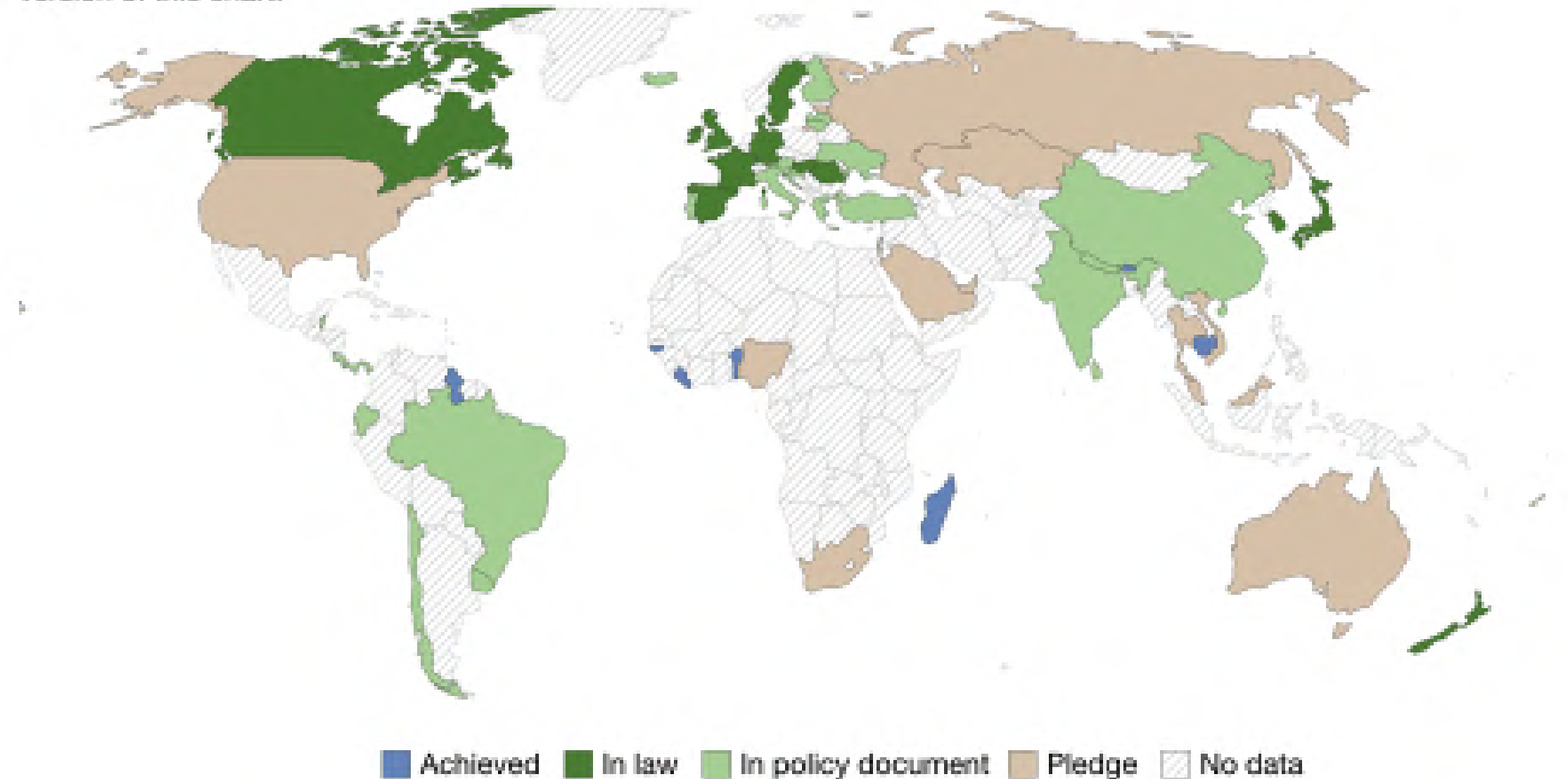


National Net Zero Targets

Status of net-zero carbon emissions targets

The inclusion criteria for net-zero commitments may vary from country to country. For example, the inclusion of international aviation emissions; or the acceptance of carbon offsets.

To see the year for which countries have pledged to achieve net-zero, hover over the country in the interactive version of this chart.



Source: Net Zero Tracker. Energy and Climate Intelligence Unit, Data-Driven EnviroLab, NewClimate Institute, Oxford Net Zero. Last updated: 2nd November 2021.

OurWorldinData.org/co2-and-other-greenhouse-gas-emissions • CC BY

Source: Our World in Data

Net Zero Company Benchmark

Climate Action 100+,

- world's largest investor engagement initiative on climate change
- includes 700 signatories
- Covers \$68trn in assets under management

March 2022

The Benchmark analyses 166 companies of their efforts to align with the Paris Agreement.



- 69% of companies have committed to net-zero emissions by 2050 at the latest,
 - 17% year-on-year increase.



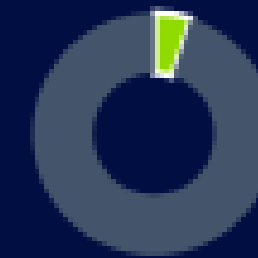
- 90% state a board-level oversight on climate change
- 89% have aligned with the Task Force on Climate-Related Financial Disclosures' (TCFD) principles and guidelines, namely through scenario analysis.



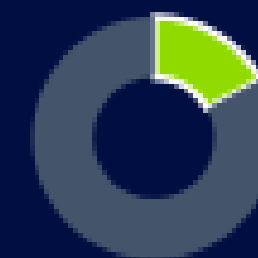
- only 17% have set medium-term emissions reductions targets that are Paris-aligned



- 42% of companies also have "comprehensive" net-zero targets that cover all material emissions such as Scope 3, while



- just 5% have plans in place to align capex strategies with emissions targets.



- 17% of companies have "robust quantified decarbonisation strategies" in place, with many only having commitments in place.

Make a Start

“Defer no time, delays have dangerous ends”

William Shakespeare, Henry VI, Part 1: Act 3, scene 2

TRANSFORMATION

"Talking transformation; walking incremental change"

De-couple link between growth and GHG emissions



Accenture, 2022

93% of world's largest companies will fail to meet NZ goals at current trajectory

"Incremental change, with continuous improvement techniques... gives illusion of progress towards net zero, until hitting the inevitable net-zero crunch point"

Reimagining and Redesigning Organisations

What is your 'Why'? - Simon Sinek

What is your organization's 'why'
Your personal 'why'

"Purpose-led organisations are more agile, more responsive, more innovative."

"If you have a very simple purpose, that keeps everyone focused on ultimately what they are trying to achieve it keeps them driven."

"Purpose = north star. If you have a clear purpose that guides your decisions."

Pandemic Pivoting

Shifting and adapting to new challenges, to new normal.

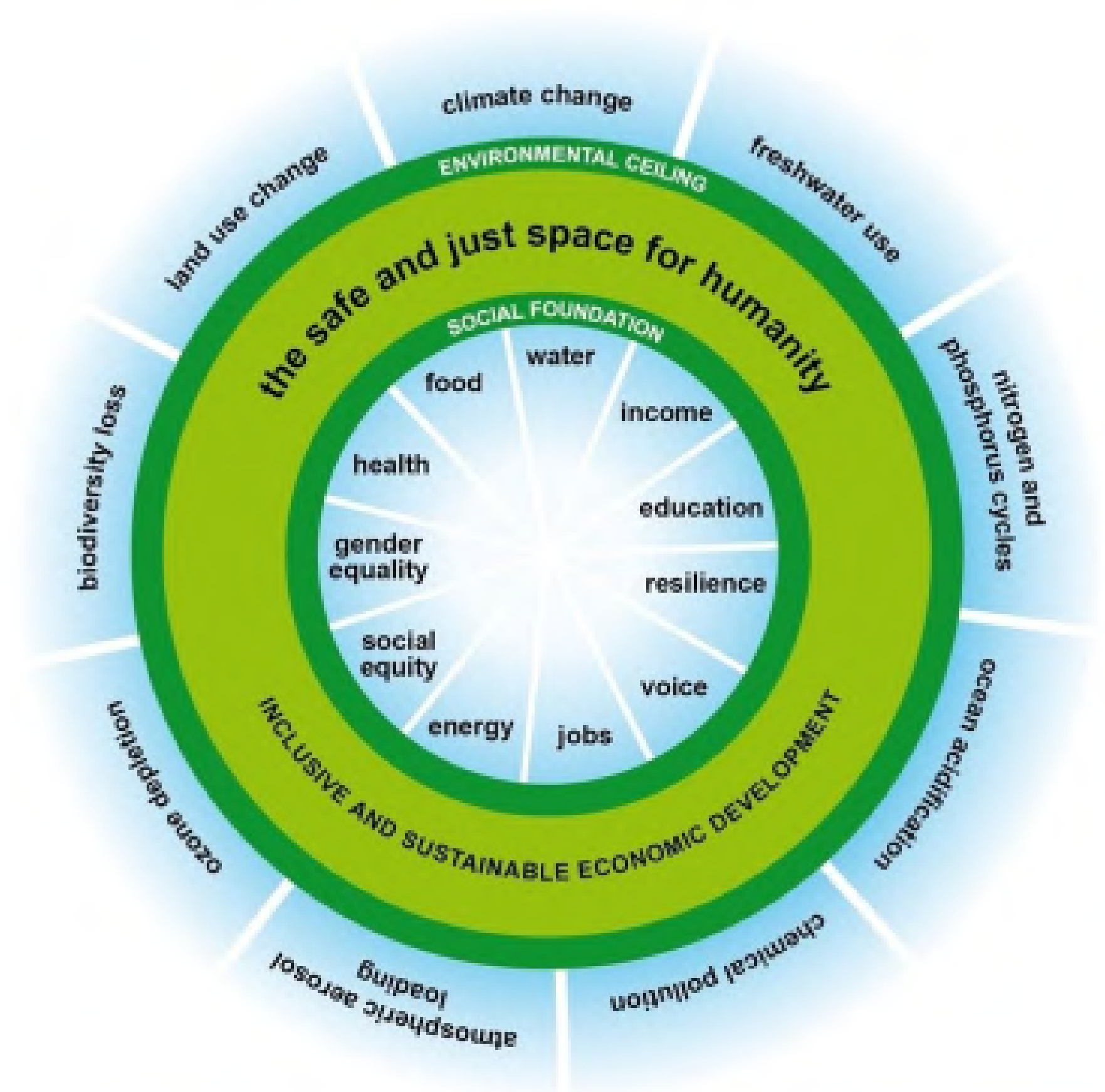
Opportunities to imagine a new normal.

Doughnut Economics

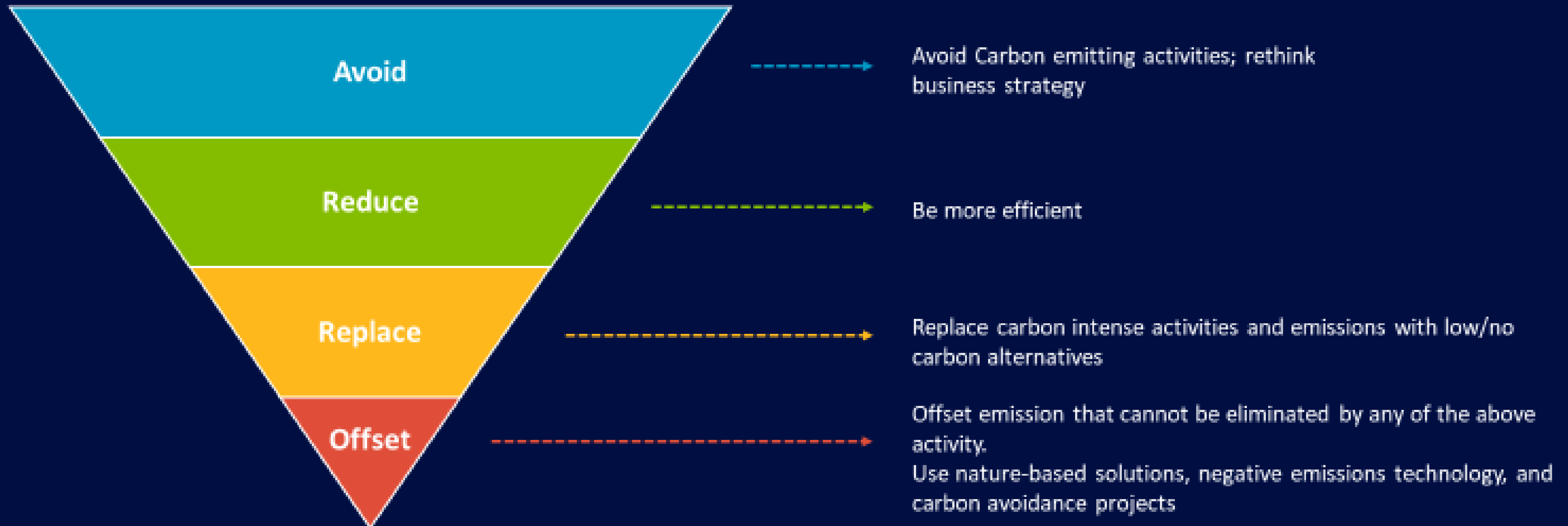
Highly connected and interlinked ecosystems with feedback loops.

A collapse in one area, will likely accelerate decline in other areas.

Strengthening resilience and capacity, enriches the whole system.



Carbon Hierarchy



MEASURE & MANAGE

Qualify impact and spheres of influence

Map / visualise the impacts that your organisation has:

- What fossil fuels are used, where, why, when?
- What equipment uses electricity, when?
- What raw materials, products and services are used?
- Are there alternatives? Think transformation!
- What external factors can you control or have an influence over?
- Annotate site fire-safety plan?

Quantify emissions

Collate information / evidence

- Bills, invoices, statements, delivery notes, waste transfer notes
- Monitoring systems – smart meters, sub-meters, PLC data, manual meter readings and records
- Financial records, supplier transactions, employees' expense claims
- Reference publicly available emission factors / utilise carbon calculation tools

Third Party Verification

Identify opportunities

Hot spot analysis

- What contributes greatest emissions?
- What changes can be made, and can you implement change?
- What staff engagement and behaviour change opportunities exist?
- Wider stakeholder engagement
- What potential for gamification?
- Set science-based SMART targets;
- Incentivise achieving / exceeding targets
- Reach beyond BAU and incrementalism; become a innovator, disruptor, transformer
- Collaborate throughout value-chain

Laptops

Second hand / Refurbished?

Most impact is manufacture. Extend life of existing hardware

Repairable / Upgradable

IFixit has ranked popular laptop models according to repairability. Select hardware with user-replaceable battery, replaceable storage and RAM

TCO Certified

Certification that the equipment has reduced environmental and social impact throughout its lifecycle, from manufacture to disposal

Source: Ethical Consumer

Brand	Score (out of 20)	Ratings Categories	Positive Scores
ACER TCO Certified laptops [S] Company Profile: Acer Inc.	10	Environment → People → Politics →	Product sustainability →
Lenovo TCO Certified laptops [T] Company Profile: Lenovo Group Limited	9.5	Environment → People → Animals → Politics →	Product sustainability →
ACER laptops Company Profile: Acer Inc.	9	Environment → People → Politics →	
Framework laptops Company Profile: Framework Computer Inc	9	Environment → People → Politics →	Product sustainability →
ASUS TCO Certified laptops [S] Company Profile: ASUSTek Computer Inc	8.5	Environment → People → Politics →	Product sustainability →
Dell TCO Certified laptops [S] Company Profile: Dell Technologies	8.5	Environment → People → Politics →	Product sustainability →
Lenovo laptops Company Profile: Lenovo Group Limited	8.5	Environment → People → Animals → Politics →	
Apple MacBook Company Profile: Apple Inc	8	Environment → People → Politics →	

Mobile Phones

Second hand / Refurbished?

Most impact is manufacture. Extend life of existing hardware

Modular / Repairable

Modular are much easier to repair and extends the life of the phone.

Conflict Minerals Policy

Strong policies on conflict minerals can increase the likelihood that the minerals in your phone were sourced responsibly.

Source: Ethical Consumer

Brand	Score (out of 30)	Ratings Categories	Positive Scores
Fairphone 4 TCO Certified [S] Company Profile: Fairphone B.V.	16.5	Environment → People →	Product sustainability → Company Ethics →
Fairphone [S] Company Profile: Fairphone B.V.	15.5	Environment → People →	Product sustainability → Company Ethics →
Motorola smartphones Company Profile: Motorola Mobility Holdings Inc.	8.5	Environment → People → Animals → Politics →	
Realme GT2 and GT2 Pro [TCO Certified] Company Profile: RealMe Chongqing Mobile Communications Co., Ltd.	8.5	Environment → People → Politics →	Product sustainability →
Teracube Smartphone Company Profile: Teracube Inc.	8.5	Environment → People →	
Nokia Mobile phone Company Profile: HMD Global Oy	8	Environment → People → Politics →	
iPhone smartphone Company Profile: Apple Inc.	8	Environment → People → Politics →	
Doro mobile phone Company Profile: Doro AG	7.5	Environment → People → Politics →	
OnePlus smartphone Company Profile: OnePlus Technology (Shenzhen) Co., Ltd.	7.5	Environment → People → Politics →	

Broadband

Source: Ethical Consumer

Brand	Score (out of 20)	Ratings Categories	Positive Scores
Green ISP broadband Company Profile: Green ISP	15	Environment → People →	Company Ethos →
GreenNet broadband Company Profile: Green Net Limited	15	Environment →	Company Ethos →
Zen broadband Company Profile: Zen Internet Limited	14	Environment → People → Politics →	Company Ethos →
Onestream broadband Company Profile: Onestream Limited	8	Environment → People → Politics →	
SSE broadband Company Profile: TalkTalk Telecom Group Limited	7.5	Environment → People → Politics →	
TalkTalk broadband Company Profile: TalkTalk Group	7.5	Environment → People → Politics →	
Vodafone broadband Company Profile: Vodafone Limited	7.5	Environment → People → Politics →	
Your Co-op broadband Company Profile: The Midcounties Co-operative Ltd	7.5	Environment → People → Animals → Politics →	Company Ethos →

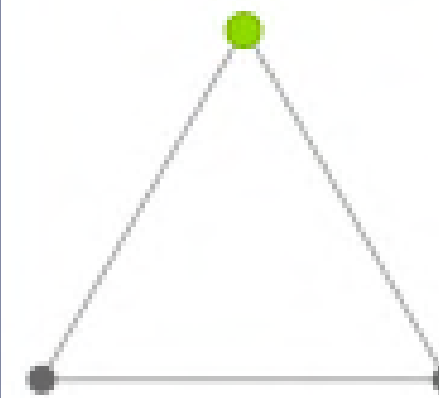
SPHERES OF INFLUENCE

Engage with staff, suppliers and customers

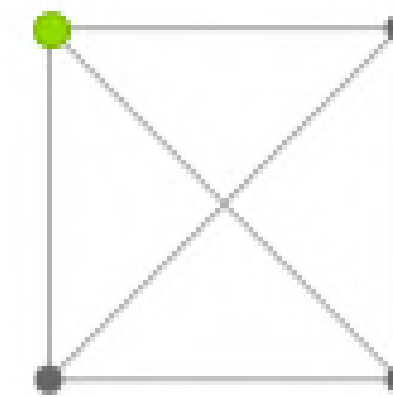
Share your 'Why'

Build collective community objective

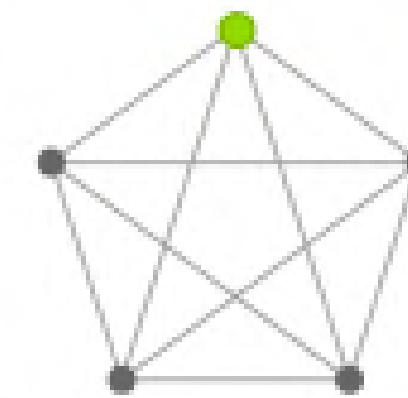
Alignment with common goals, with consistent language



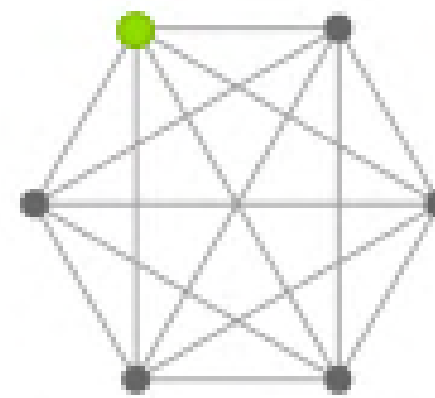
3 people, 3 lines



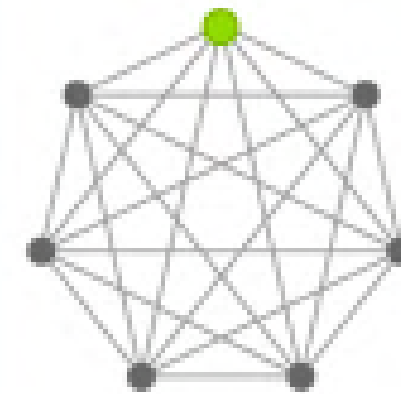
4 people, 6 lines



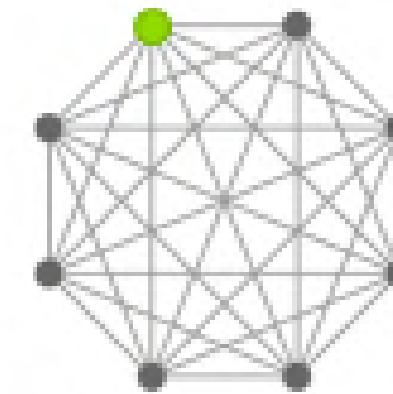
5 people, 10 lines



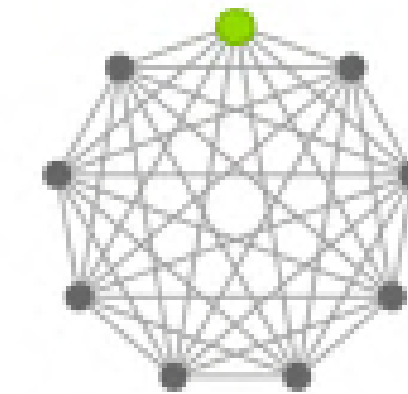
6 people, 15 lines



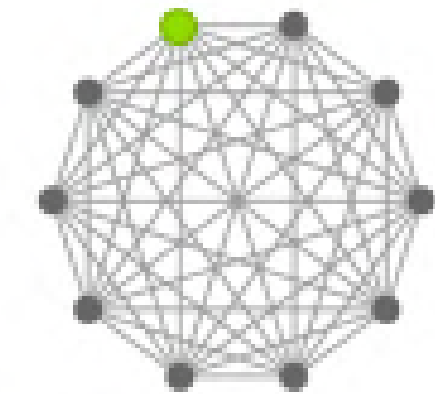
7 people, 21 lines



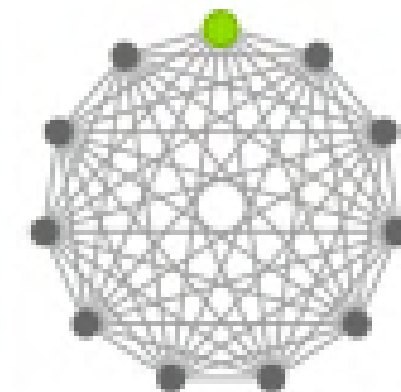
8 people, 28 lines



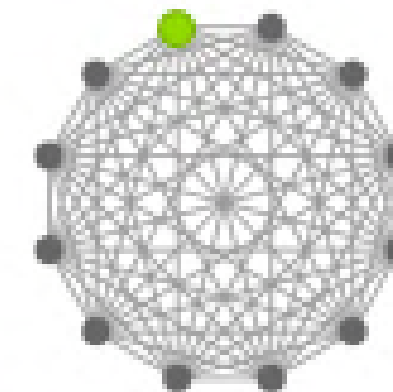
9 people, 36 lines



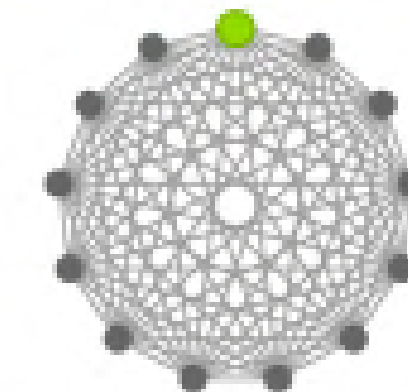
10 people, 45 lines



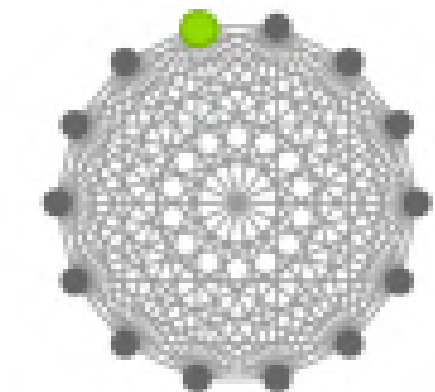
11 people, 55 lines



12 people, 66 lines



13 people, 78 lines



14 people, 91 lines

MAKE AN IMPACT



smeclimatehub.org

Measure

- Baseline performance.
- Identify improvement opportunities

Commit

- Define ambitious science based targets. 2050? 2030? 2025?

Engage

- Inspire action by staff, customers, suppliers, etc. to deliver impact

Communicate

- Tell your "why" and "how". Share challenges and successes. Be transparent, clear and accountable

DELIVERING

NET ZERO



www.thegrowthhub.biz/netzero

netzero@thegrowthhub.biz

www.linkedin.com/in/andrewjmckenzie



Please welcome
CAROLINE AISTROP
GREEN SPARK MARKETING

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NET ZERO CONFERENCE 2022

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TELLING YOUR SUSTAINABILITY STORY:

a (brief) introduction to green PR

Caroline Aistrop
Green Spark Marketing





**Spot the
difference:
Regular PR
v
Green PR**

Authenticity
+
Transparency
+
Psychology of Green





GREEN CLAIMS CODE

New regulation that came into effect in the UK on 1st January this year:

- Applies to all companies advertising within the UK – **whether or not** they are physically located in the UK
- It's overseen by the UK's – a non-ministerial Government dept aimed at **Competition & Markets Authority** promoting competition for the benefit of consumers, including preventing & reducing anti-competitive behaviour

GREEN CLAIMS CODE

In summary, it says:

- 1) Businesses should be truthful and accurate about their products, services, brands, and activities
- 2) All product messaging & credentials should be clear and unambiguous for the consumer
- 3) Businesses should not hide or omit important information that could prevent a consumer from making an informed decision

GREEN CLAIMS CODE

- 4) Any products compared must be intended for the same purpose or meet the same needs
- 5) Businesses should consider the total impact of a product or service from the beginning to end
- 6) All claims must be substantiated with robust, credible and up-to-date information

EU: Proposals for amendments to Unfair Commercial Practices Directive (UCPD)

Discussions started in March 2022 aimed at eliminating greenwashing and planned obsolescence

In a nutshell:

Environmental claims cannot be made without clear, objective and verifiable commitments and targets, and without an independent monitoring system.

75%



63%



64%



70%



Household spending on goods
& services,
on the basis that they are
sustainable,
doubled between 2010-20



87% of consumers are more likely to trust a company that supports an environmental or social cause:
Ben & Jerry - 2x more loyal

House of Lords Environment & Climate Change Committee:
'In our hands: behaviour change for climate and environmental goals'
published 12th Oct 2022

Businesses have a key role to play in enabling behaviour change to meet climate and environmental goals, including through increasing the affordability and availability of products and services with lower climate and environmental impacts and by engaging their customers and employees

IKEA:

'Business is critical to enabling and inspiring many people to take action [about climate change] across society'

85% of public are concerned or very concerned about climate change

85% agree that if everyone does their bit, the effects of climate change can be reduced

START





**Tell your sustainability story:
warts and all!**



100% Recycled Toilet Paper

48 Rolls for £36 – best value!

Add to



IS THIS TP EXPENSIVE?



WAIT, ARE YOU RECYCLING USED TOILET PAPER?



WHERE DO YOU GET YOUR POST CONSUMER WASTE PAPER?



WHY WRAP THE ROLLS INDIVIDUALLY?

Long story short, we have to wrap our rolls in something to keep them moisture-free and hygienic. We could wrap 6 rolls together (that's the limit), but we'd need to use a much thicker paper. The net paper used (by weight) to wrap a 6 pack in heavy duty paper vs. six individual rolls in the thin tissue paper we use is effectively the same. It's either this or plastic – and we hate plastic. [Read more on our blog.](#)

An extra 10% off everything with code **VIP10** - Ends Sunday + Free Express Delivery if you spend over £75

WEIRD FISH SUSTAINABILITY

SUSTAINABILITY AT WEIRD FISH THE ONLY WAY IS ETHICS

We don't claim to be a 100% sustainable brand from top to tail yet - but we do believe there's a better way of doing things. An approach that will have benefits for everyone – for us, for you, for our customers, partners and their employees, for our products and all our futures. But rather than go on and on about CSR, ethical trading policies and 'green' sustainability strategies... we just want to tell you about how we are doing things we think are a little better.

COVID-19: We are open and here to help. [Click here](#) for our latest service updates

*one easy call, pay by card and
then collected very promptly.
Thank you Printwaste!*

Rob Gamham



We'd love to stay in touch

... with our latest tips and advice on how to do your bit for the planet from home.

Email*

[View our privacy policy](#)

JOIN UP

✓ Black bag waste

Why use Printwaste?



Simple to organise

You can select a collection day and time to suit you



We do the heavy lifting

All you need to do is tell us what you want removing



Experienced

We are experts in waste disposal and have years of experience, so you are in safe hands



Good for the planet

We will dispose of your waste responsibly and sustainably



LIFESTYLE ▾

SUSTAINABILITY ▾

CHARITY

WEAR IT WITH PRIDE

BEHIND THE SCENES

COMPETITIONS

SHOP WITH US

SUSTAINABILITY

Sustainability is part of who we are at Weird Fish. From sustainable practices, fabrics and ethical sourcing, we are actively turning our brand into a lean, green, sustainable fashion machine!



SUSTAINABILITY

| 3 WEEKS AGO | SUSTAINABILITY | SUSTAINABLE FASHION

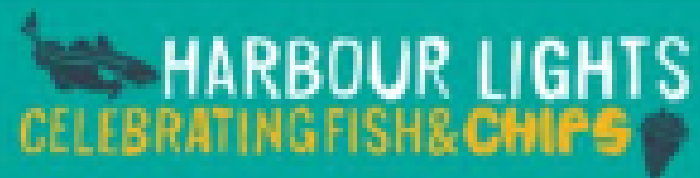
5 Things You Can Do To A More Ethical Shopper

If you want to become an ethical shopper, this is your go to guide! We live in a world where

Search and hit enter

RECENT POSTS

Puppy Biscuits Made With Pea



HOME

CLICK & COLLECT

DELIVERY

BOOK

GIFT CARDS

CONTACT

NEWS

PROVENANCE

OPEN SEVEN DAYS A WEEK
CLICK & COLLECT, TAKEAWAY, HOME DELIVERY & RESTAURANT
WE ARE CURRENTLY UNABLE TO OFFER ANYTHING GF.

ORDER NOW

IS EVERYONE THE SAME?

4 consumer segments revealed on the attitudinal spectrum:

- highly committed **Advocates**
- style and social status-seeking **Aspirationals**
- price and performance-minded **Practicals**
- inward-looking **Indifferents**



That's all Folks!



**Green Spark is a sustainability storytelling &
green PR specialist**

**Telling Your Sustainability Story:
Half-day & full day workshops
January 2023**

greensparkmarketing.co.uk

Phone: 07894 663436



Q&A

WE WILL NOW ANSWER
YOUR QUESTIONS

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Thank you

**WE WILL NOW BREAK
FOR LUNCH**

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Please welcome

PHILIP BATE
TRIODOS BANK

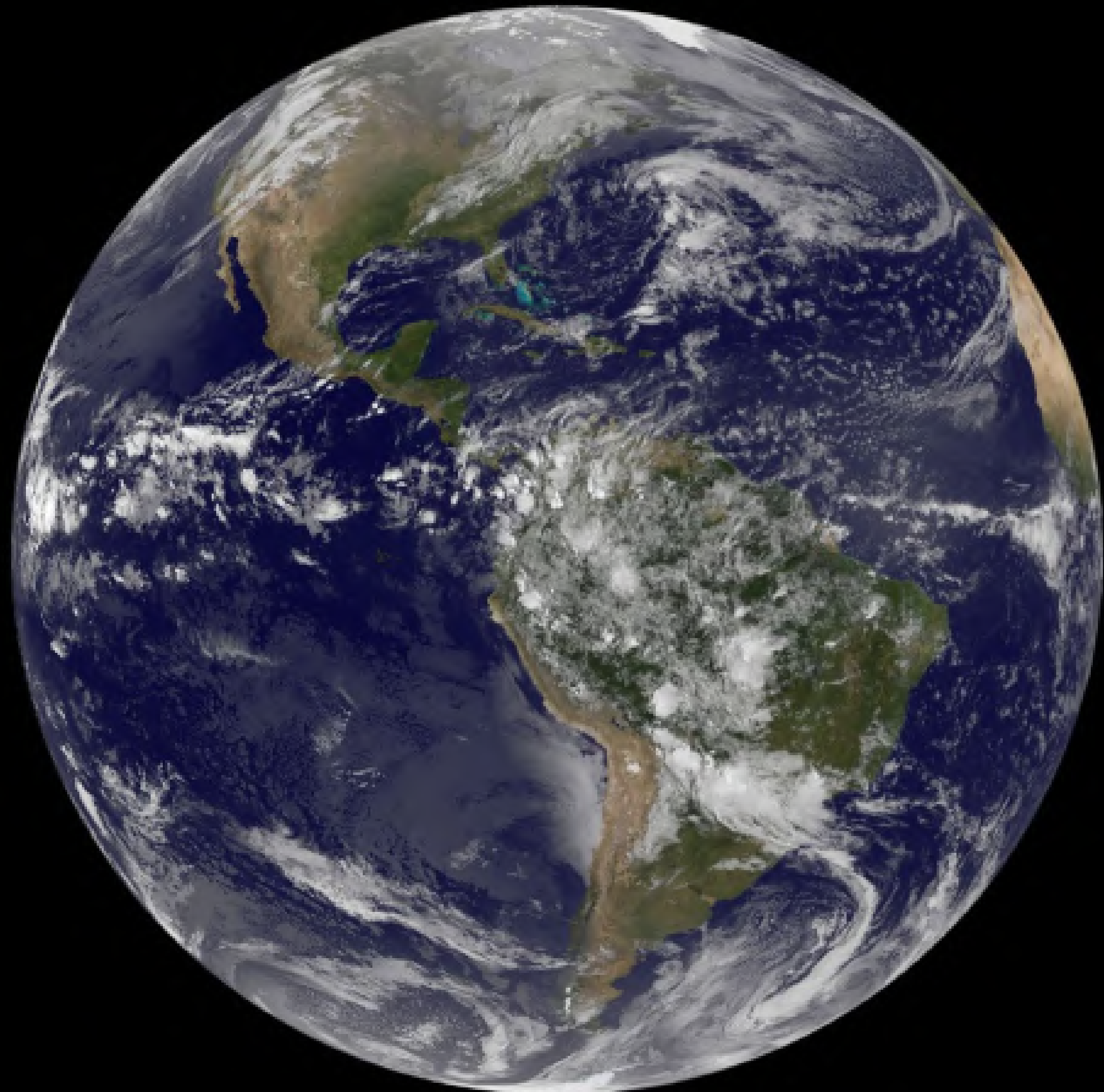
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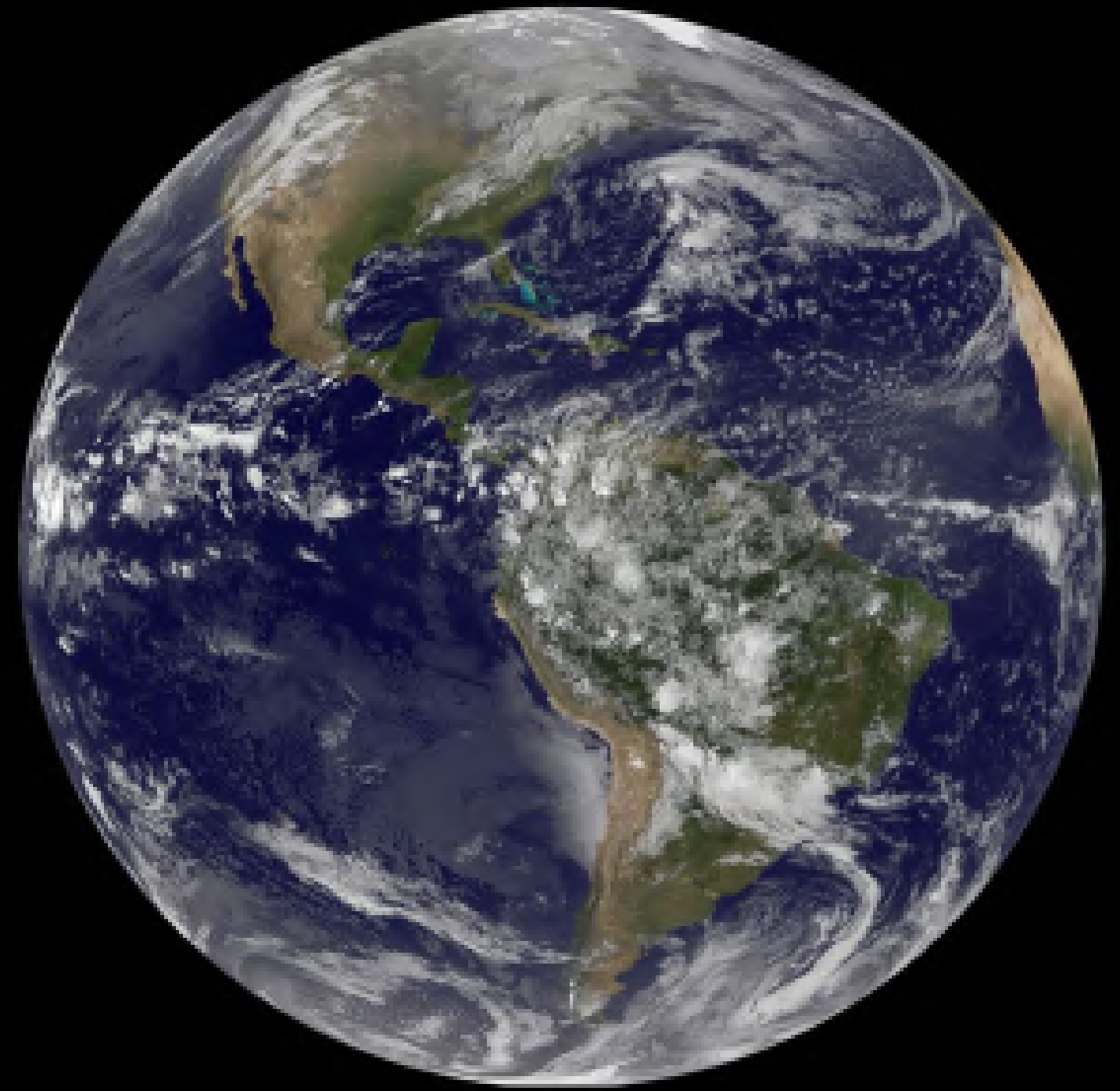
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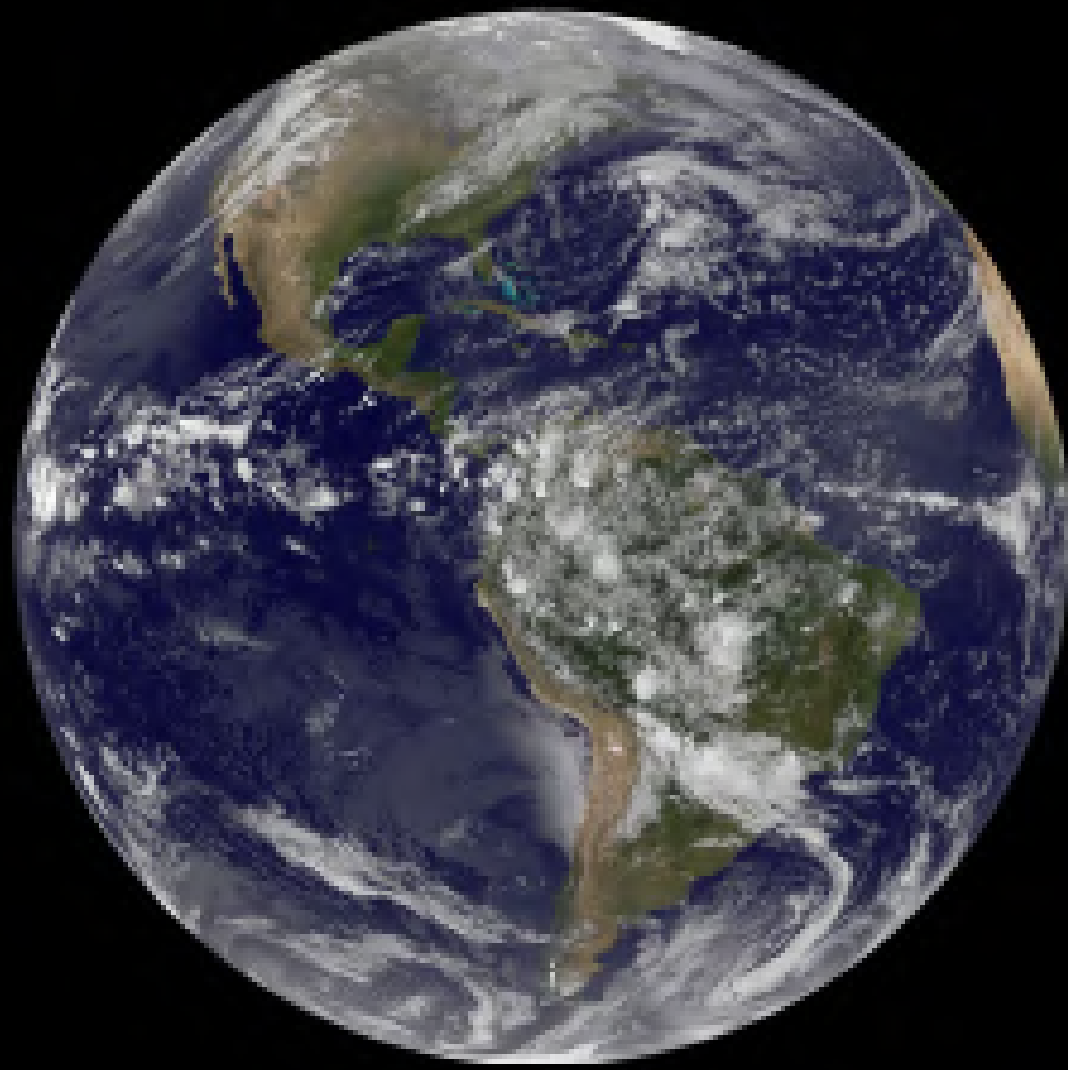
Triodos Bank

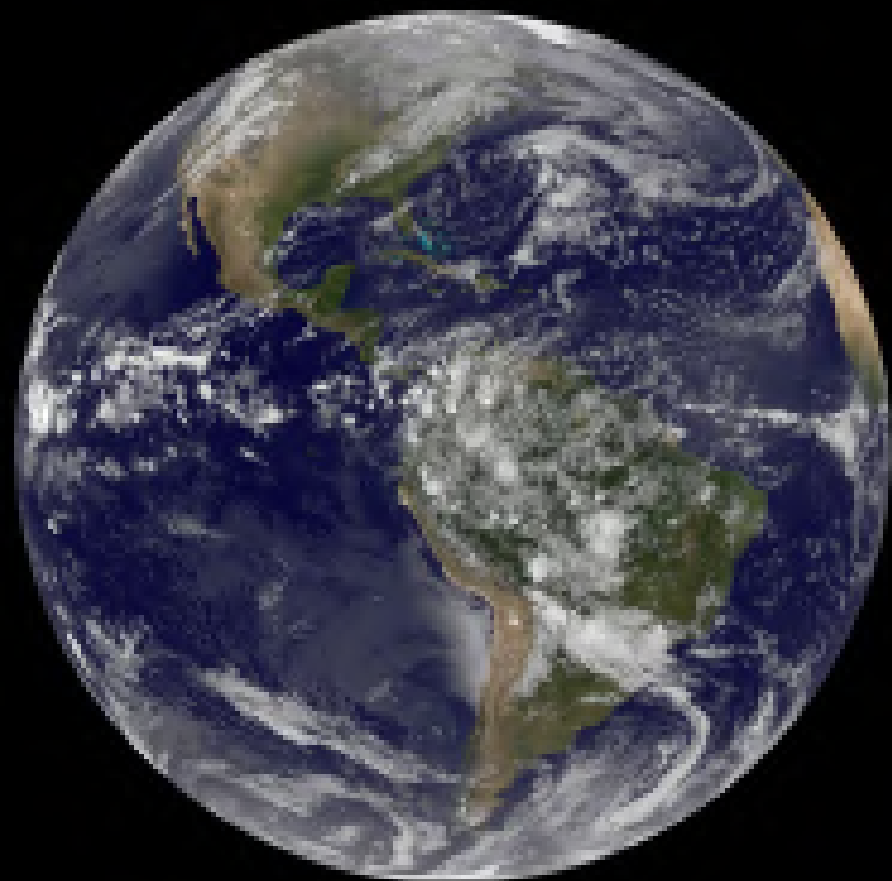
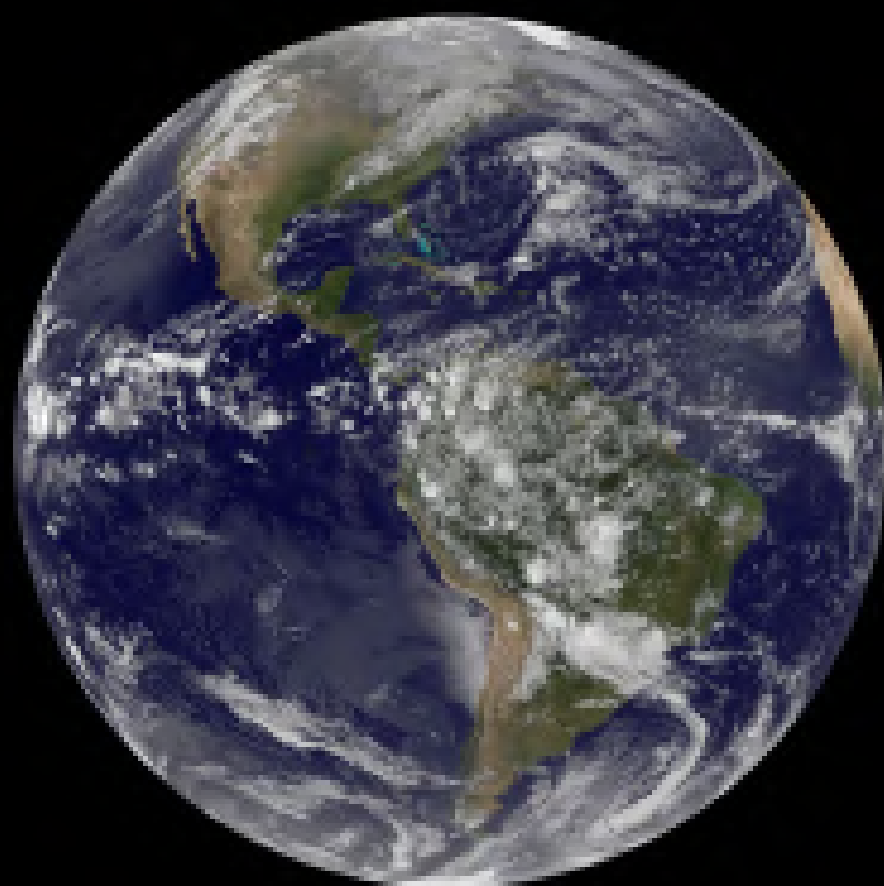
An ethical banking alternative

16TH NOVEMBER 2022





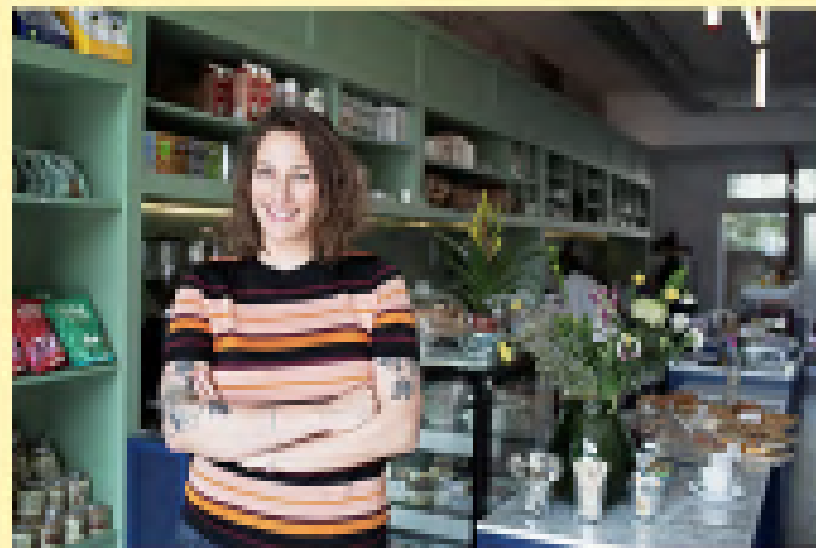




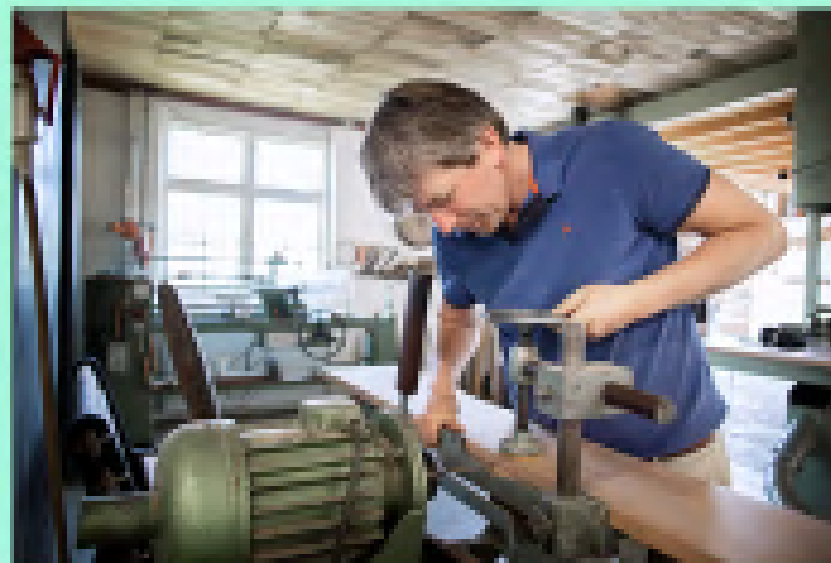
Who are Triodos Bank UK?

Our view on the role of banking in society

All banks exist to offer a service to individuals and businesses



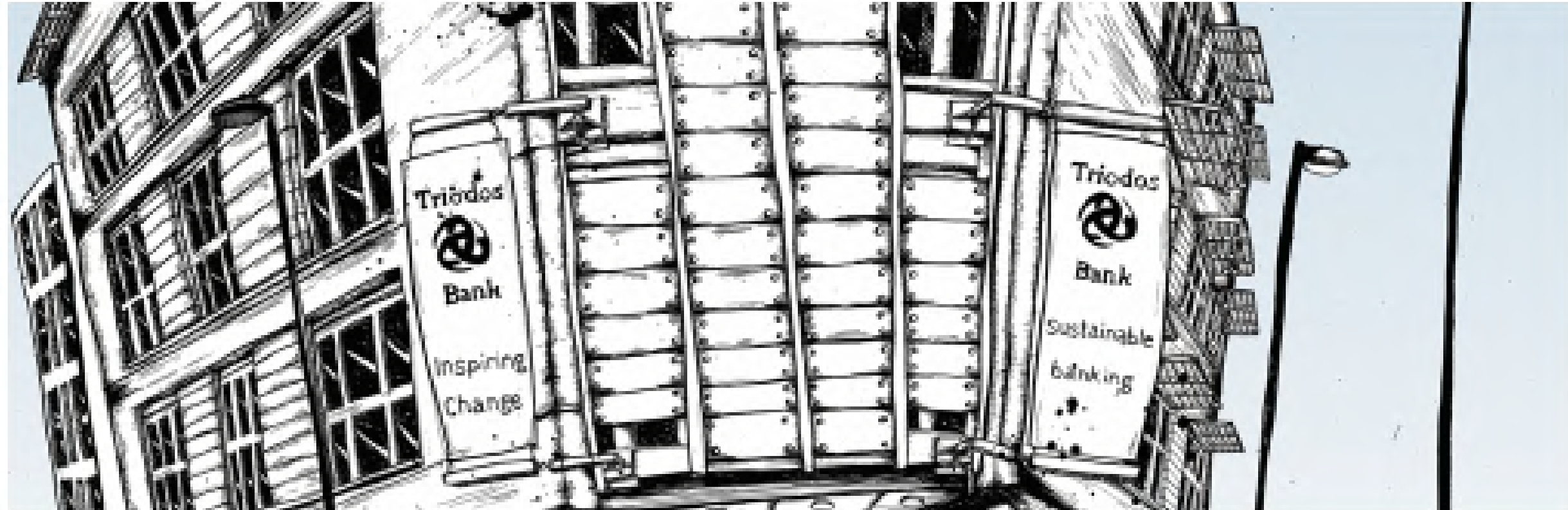
Through loans and investments, banks also have power over where money goes



Banks have a responsibility to lend or invest for the good of people and planet



Our mission



Triodos Bank's mission is to help create a society that protects and promotes quality of life and human dignity for all.

A European Bank



We were founded in the Netherlands over 40 years ago, and now have over 747,000 customers across five European countries.

The bank is globally active through our investment funds.









Key Facts – Triodos Bank UK 2021

Customer Deposits: £1.6bn
(13.8% growth)

Loan Book: £1.1bn (6% growth)

Customers: c85,000 (16% growth)



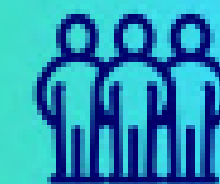
81,545

Acres of organic farmland
across Europe in 2021



34M

The equivalent
organic meals
produced per year



31,000

People
who could be fed with a
sustainable diet

Impact across
Triodos Bank
group

Changing finance



“We can no longer measure success purely in terms of growth when our resources are finite. We can work harder to create a global economy that works better for people and planet.”

Bevis Watts, CEO, Triodos Bank UK



PRINCIPLES FOR
RESPONSIBLE
BANKING



UN CLIMATE
CHANGE
CONFERENCE
UK 2021
IN PARTNERSHIP WITH ITALY

B Impact Report

Follow your heart. Use your head

Triodos Bank

Triodos Bank N.V.
Financial services for clients who want to change the world for the better.

Certified Since: March, 2015
Location: Zeist, Utrecht, Netherlands The
Sector: Service with Minor Environmental Footprint

Overall B Impact Score ⓘ



WWW.TRIDODOS.COM

Triodos Bank helps to create a society that promotes people's quality of life and that has human dignity at its core. They offer a full set of banking services. They connect savers and investors who want to change the world for the better with entrepreneurs and sustainable companies.

Best for the World Honoree ⓘ

- Best for Overall 2019 ⓘ
- Best for Governance 2019 ⓘ
- Best for Governance 2017 ⓘ

Impact Area Scores ⓘ

	Governance	19.7
	Workers	28.2
	Community	34.0
	Environment	31.8
	Customers	23.3

We lend to a wide range of organisations, across a variety of sectors.

All our customers are working for positive environmental, social or cultural change.

Our offering:

Loans - £250k to £20m, up to 20yrs

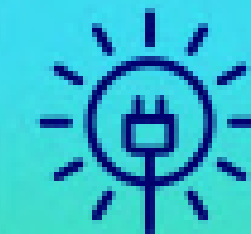
In house Corporate Finance team -
Capital raising - £250k to £10m (debt and equity)

[Ethical Crowdfunding Investments | Triodos Bank \(triodoscrowdfunding.co.uk\)](https://triodoscrowdfunding.co.uk)



Case studies

Royal Society for the Protection of Birds (RSPB)



586

Sustainable
energy projects
in 2021

0.7M

Households
provided with
green electricity

Finance from Triodos supported the Royal Society for the Protection of Birds (RSPB) to install renewable energy projects across its nature reserves as part of its ongoing sustainability programme.

Triodos  Bank

Springfield Meadows



Funding from Triodos enabled the creation of the 25 homes in Southmoor, Oxfordshire, which were all built using a zero-carbon construction method.

Ember Core



Funding from Triodos enabled the Edinburgh-based electric coach pioneers, **Ember Core**, to purchase two electric coaches and help drive forward their mission to decarbonise transport.

Riverford



Finance from Triodos supported **Riverford's** move to an employee ownership structure.

Triodos  Bank

North Camden Housing Co-operative



Funding from Triodos helped finance an environmental redesign and renovation of Carlton Chapel House. This renovation aims to eradicate fuel poverty and create a sustainable building for the future.

Keep in touch



Phill Bate

Team Leader – South West & Midlands

Phillip.Bate@Triodos.co.uk

A top-down view of approximately ten hands of various skin tones, arranged in a circle. Each hand is gently cupping a small, vibrant green seedling with dark brown soil. The hands are positioned so that their fingers and thumbs form a ring around the central area where the plants are held. The background is dark and out of focus, emphasizing the hands and the plants.

Triodos @ Bank

Thank you



Please welcome

ROB MALIN
WHEN IN ROME WINES

GLOUCESTERSHIRE
NET ZERO CONFERENCE 2022

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WHEN ^{IN} ROME

DECARBONISING THE WINE INDUSTRY

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GREEN PRODUCT DEVELOPMENT AS A USP

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Glass dismissed: wine goes green with paper bottle drive

Eco bottle from sustainable brand When in Rome goes on sale through Ocado this week



The bottles, made by the sustainable packaging firm Frugalpac, are 94% recycled paper and have a carbon footprint about a sixth of a single-use glass bottle. Photograph: When in Rome

The paper wine bottle is one of the biggest ideas since the screw top but as pecorino in a brown paper eco-bottle arrives at Ocado, there's one thing to

pattington@whinerome.co.uk

Monday, June 27, 2022 | METRO | 19

EARTH

A WHOLE LOTTA BOTTLE

TAMARA HINSON RAISES A GLASS TO THE ON-TREND WINEMAKERS AT THE FOREFRONT OF SUSTAINABILITY



blocks to encourage biodiversity and the use of organic fertilisers such as seaweed. £58. gusbourne.com

popularity of canned wine. Our favourite canned tipple? This delicious malbec from Wild Steps, a brand known for its use of sustainably sourced organic ingredients and partnerships with environmental charities, which receive ten per cent of the profit from every can sold. Current beneficiaries include the British Beekeepers Association and the Woodland Trust. £4.50 per can. amptwinemercants.co.uk

Symington Family Estates Altano Rewilding Edition Douro Red This fabulously fruity wine is made by Portuguese wine producer Symington Family Estates, which has joined up with Rewilding Portugal. This brilliant non-profit helps restore wildlife corridors in northern Portugal - vital

habitats for species such as Iberian lynxes, wolves and black storks. Sounds like a good reason to crack open a bottle... £20. asinaburys.co.uk

Adnams Organic Verdejo Sauvignon Blanc Adnams' boxed wines include a fabulous tempranillo shiraz, although it's the organic Verdejo sauvignon blanc that is the perfect tipple for a summer's day. Interestingly, the carbon footprint of a wine box is ten times smaller than a single-use bottle, largely due to the reduced weight of the packaging. £19.99. adnams.co.uk

Journey's End Chardonnay The South Africa-based Journey's End vineyard converted to solar power in 2014, was certified Fairtrade in 2017 and was named Ethical Company of the Year at the Drinks Business Green Awards in 2020 - the same year the company launched the Journey's End Foundation, a non-profit organisation founded to tackle poverty in the Helderberg region of Stellenbosch, Fynse. £10. asinaburys.co.uk

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White wine with notes of green! Alcohol brand becomes latest to offer its product in a paper bottle to cut down on pollution

- A wine company has started selling drinks out a paper bottles rather than glass
- The bottles are made from up to 94% recycled paper with a plastic liner inside
- Less energy in manufacturing means its carbon footprint is 84% less than glass

By SEAN POULTER CONSUMER AFFAIRS EDITOR FOR THE DAILY MAIL

PUBLISHED: 01:06, 4 May 2022 | UPDATED: 01:06, 4 May 2022

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Wine company When in Rome have begun selling their drinks in paper bottles (pictured), using mainly recycled material

DECARBONISING THE WINE INDUSTRY

GREEN PRODUCT DEVELOPMENT AS A USP

Intro to When in Rome

- Who are we?
- What do we do?
- Where are we based?

WiR “green” credentials

- We do not use glass bottles
- First wine brand globally to publish climate impact on each SKU
- Applied for B Corp certification
- Sponsor FGR

Green product development

- Meaning? WiR definition of sustainability
- What?
- Why?



A massive Thank you
to all our speakers!



#GreenerCyllog

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